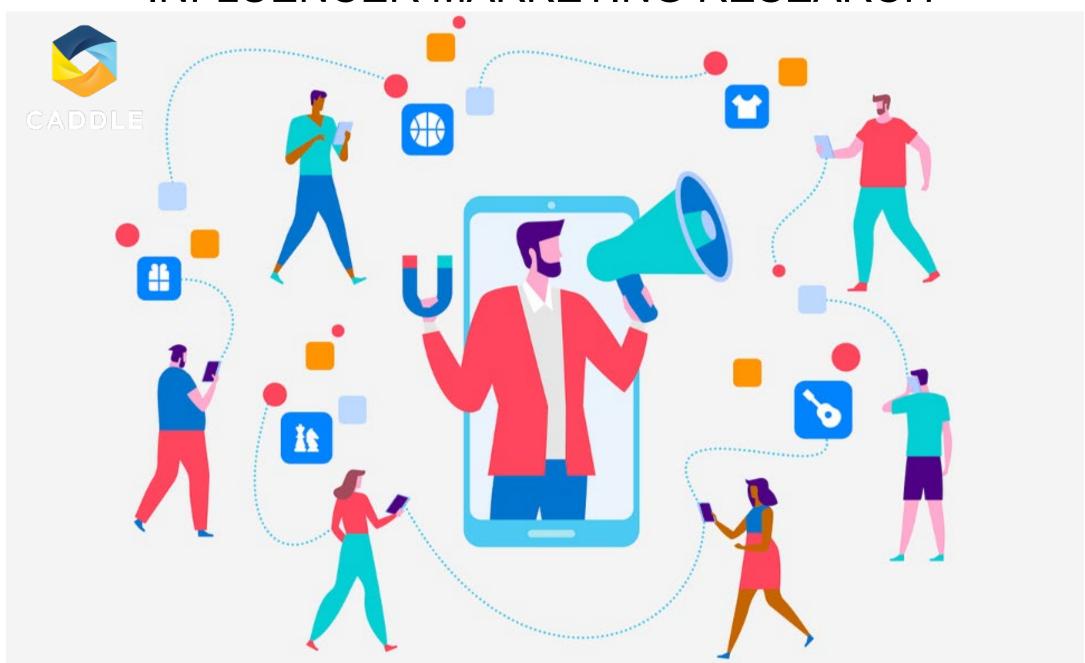
INFLUENCER MARKETING RESEARCH



Let's talk insights.

Ransom Hawley, Caddle CEO insights@caddle.ca

About this Research

- Survey Run from Feb 28th Mar 1st
- **Included over 3,348 Canadians Across Canada**
- Margin of Error of 1% or lower

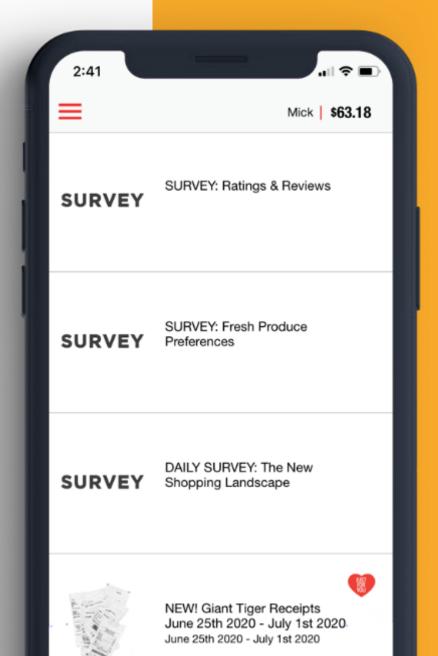




Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



Largest Canadian Panel In Market

Panel Details



Largest daily active panel in Canada: 10,000+ DAUs and 100,000+ MAUs



Every type of shopper



Canadian representative samples



Holistic understanding across path to purchase



Engaged users rewarded for actions



Dynamic, ondemand reporting dashboard

Macro and niche data verticals including:

- New Moms
- Costco Shopper
- Amazon Prime Members
- Cannabis Consumers
- Health Professional
- Luxury Shoppers
- Shopper Dad
- Repeat Purchasers
- Vegan Buyers
- Pop Consumers
- Environmentalists

TODAY'S

AGENDA

Familiarity with Influencers and Regulations

Incidence of Influencers' Followers

Impact of Influencers

Familiarity with Influencers and Regulations

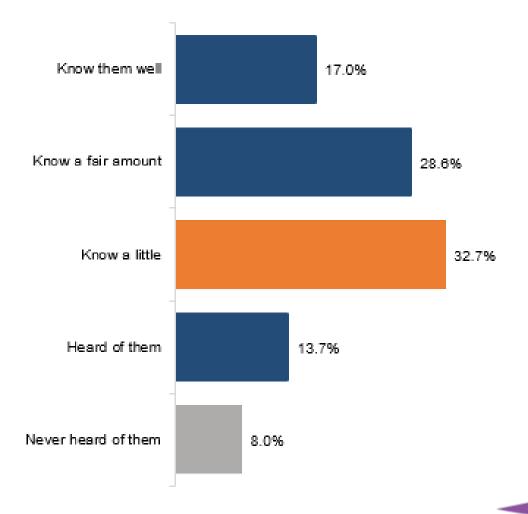
Incidence of Influencers' Followers

Impact of Influencers

• Most Canadians (92%) have heard of influencers, but the majority do not know much about them. The percentage of Canadians that claim to know at least a fair amount about them has inched up 6 points compared to 2021.

 Gen Z continues to be the most familiar with influencers (40% of Gen Z claim to know them well).

How familiar are you with Influencers?

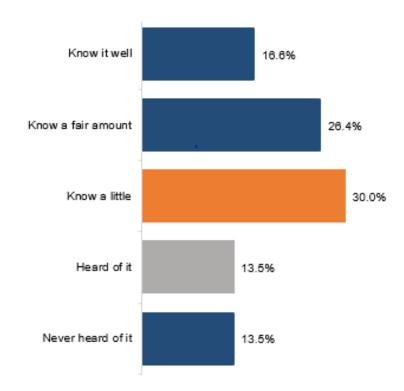






 Approximately 4 of every 10 Canadians know a fair amount about the difference between sponsored and not sponsored content.

 Gen Z and Millennials are the most familiar with the differences. When it comes to Influencers how familiar are you with the differences between sponsored and non-sponsored content?



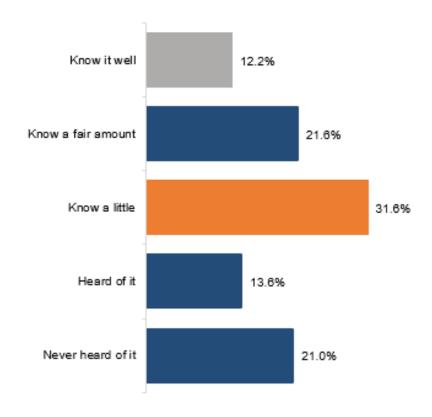






How familiar are you with the requirements that influencers disclose their affiliation with a Brand / Company

- Most Canadians have at least heard that influencers are required to disclose their affiliation with a brand or company. The percentage of those who have heard this increased by 7 points in 2 years.
- Gen Z and Millennials are the most familiar with this requirement; their awareness and familiarity are trending upward compared to 2021





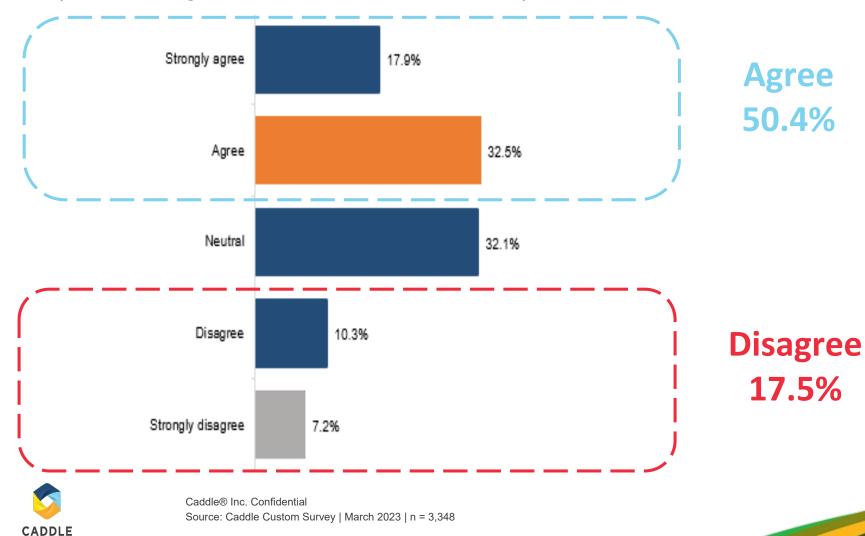




How much do you agree or disagree with this statement: "I've noticed or heard the disclosure for #ad. or #sponsored in the blogs social posts of influencers

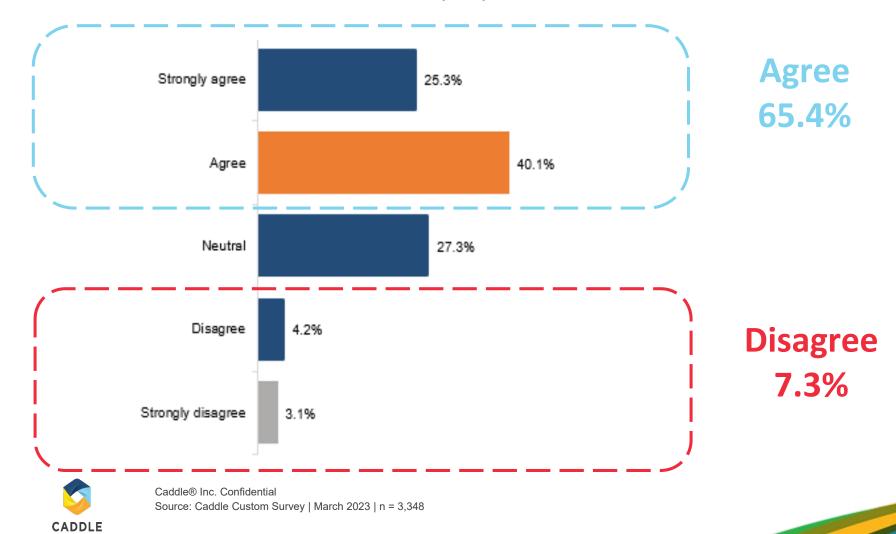
About half of Canadians have noticed or heard the disclosure for #ad or #sponsored in the influencer's social media posts or blogs; awareness of this inched 3 points since 2021.

Ad Standards™



How much do you agree or disagree with the statement: "I'm comforted by the fact that influencers are required to disclose their connections with brands/companies

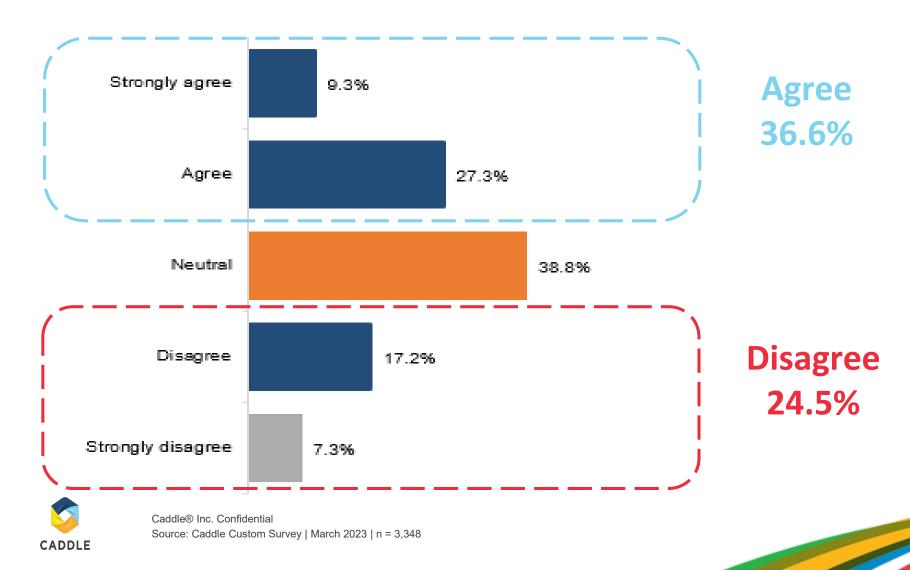
The percentage of Canadians feeling comforted by the fact that influencers are required to disclose their connections with brands increased by 7 points since 2021.





How much do you agree or disagree with the statement: "I trust influencers know that these requirements are in place.

Only one-third of Canadians trust that influencers know that sponsored content disclosure is required.







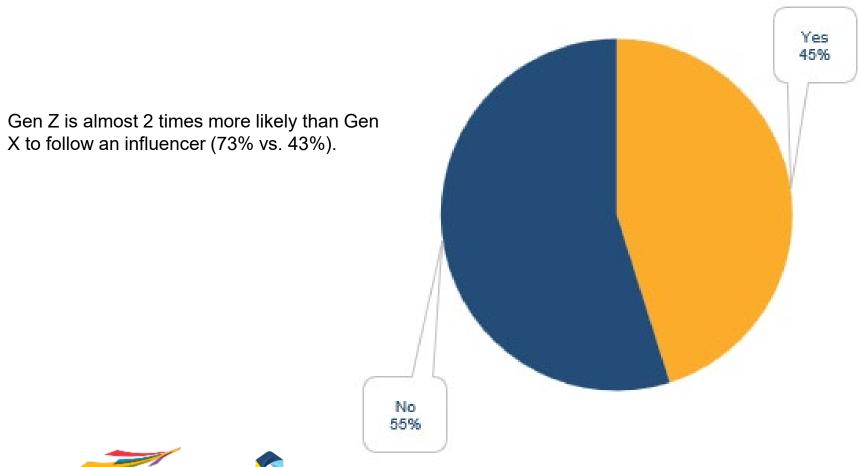
Familiarity with Influencers and Regulations

Incidence of Influencers' Followers

Impact of Influencers

Do you follow influencers (i.e. athletes, celebrities, bloggers, content creators, lifestyle experts, models, or experts) on social media

Almost half of Canadians follow at least one influencer; trends hold relatively steady since 2021.



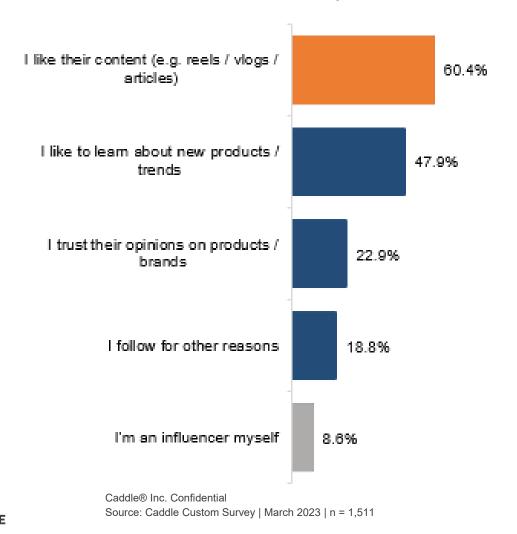




Caddle® Inc. Confidential Source: Caddle Custom Survey | March 2023 | n = 3,348

Why do you follow certain influencers on social media? (Select all that apply)

The main reason for following an influencer is liking their content; almost half follow an influencer to learn about new products and trends.

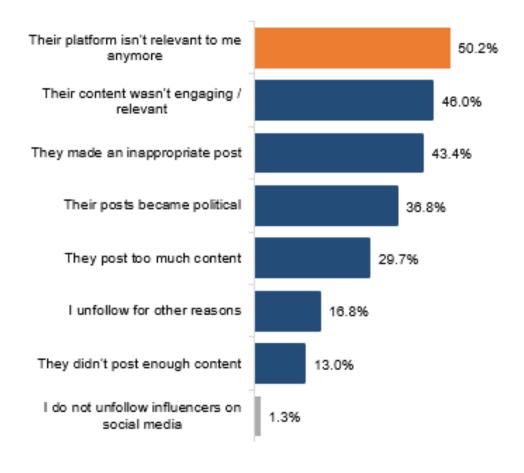






What reasons would you have for unfollowing influencers on social media? (Please select all that apply)

The 2 main reasons to unfollow an influencer are related to the platform or content not being relevant anymore. Unfollowing an influencer due to an inappropriate post more than doubled compared to 2021.

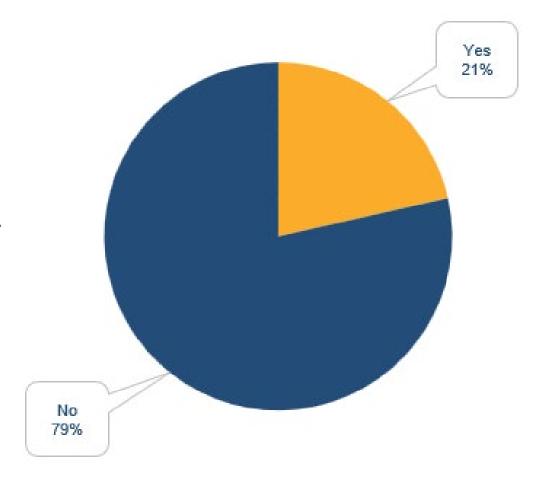






Do you ever join live events with influencers on social media (i.e. Instagram)?

- Approximately one-fifth of Canadians say they join live events hosted by influencers on social media. This percentage is unchanged from 2021.
- Gen Z are the most likely to join live events hosted by influencers on social media; compared to 2021, this trend is moving upward among Gen Z.

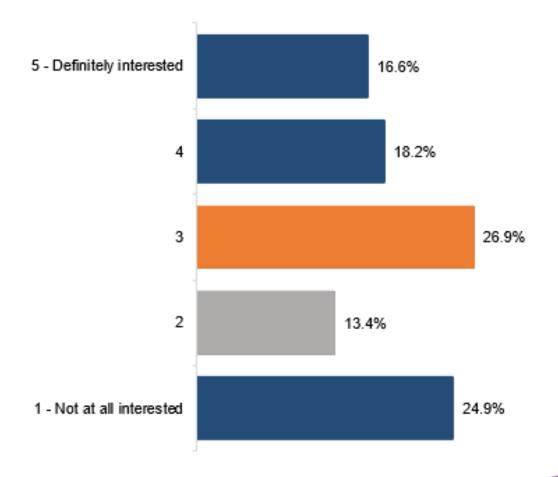






Now we want you to think about what kind of interaction you would like to have with influencers. How interested are you in learning about new products from influencers?

- Just over one-third of Canadians are interested in learning about new products from influencers. The percentage holds steady compared to 2021.
- About one-half of Gen Z and Millennials are interested in learning about new products from influencers.



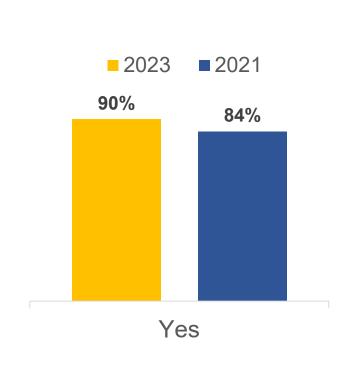


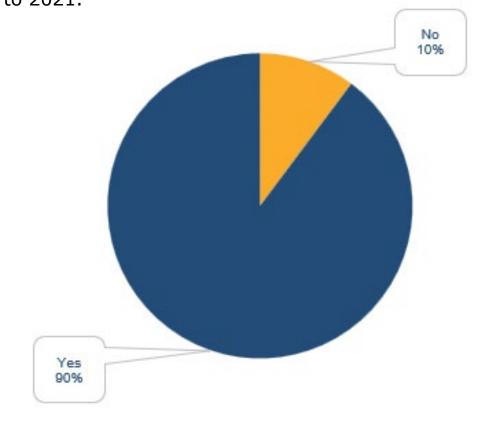


Do you learn about new products from influencers, regardless of their following size?

In 2023, 6% more Canadians that follow influencers are saying that they learn about new products from influencers compared to 2021

In 2023, more Gen Z that follow influencers are saying that they learn about new products from influencers compared to 2021.







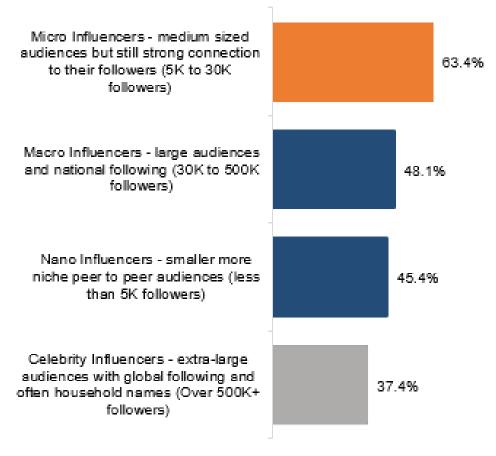


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Source: Caddle Custom Survey | March 2023 | n = 1,511

What type of influencers do you learn about new products from? (Please select all that apply)

Micro-influencers continue to top the type of influencers from who those following influencers learn the most about new products. Compared to 2021, macro influencers made gains while nano influencers decreased.









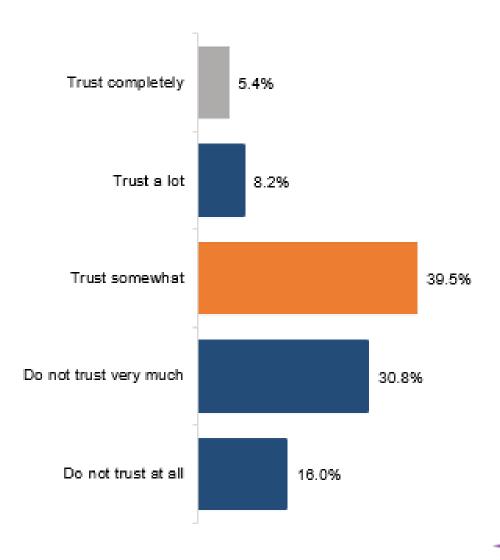
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Impact of Influencers

How much do you trust recommendations made by influencers on social media?

- While more than half trust at least somewhat the recommendations made by influencers on social media, only 13% say they trust them a lot or completely. The percentage of trusting influencers' recommendations, either a lot or completely, decreased by 5 points since 2021.
- Gen Z continue to be the generation trusting more the recommendations made by influencers on social media, but their trust at the highest 2 levels decreased 10 points in the past couple of years.

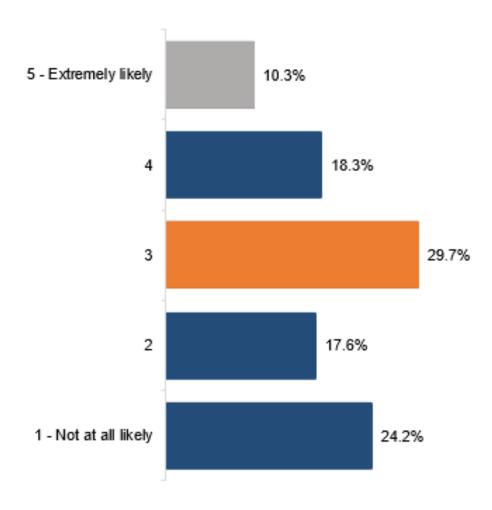






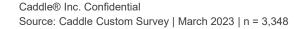
How likely would you be to buy something in the future based on a recommendation from an influencer?

- About one-quarter of Canadians say they are likely to buy something in the future based on a recommendation from an influencer; this percentage is unchanged from 2021.
- Gen Z and Millennials continue to be the most likely to buy something in the future based on a recommendation from an influencer.



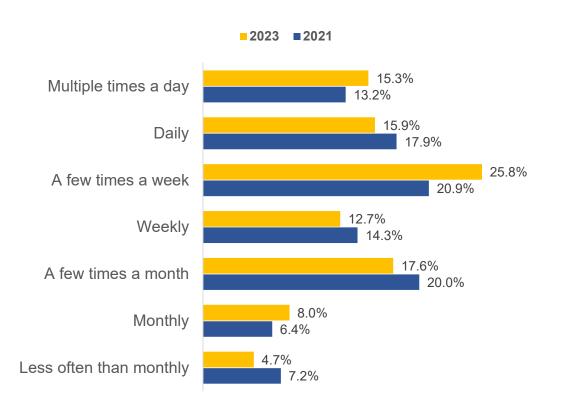


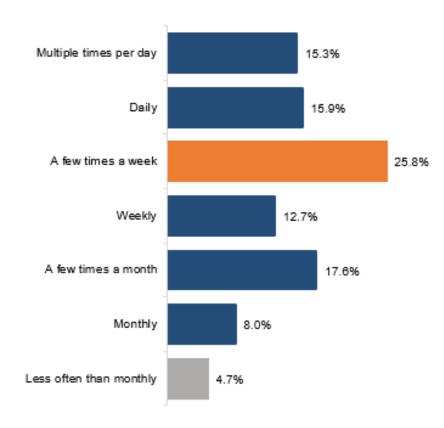




How often do you learn about new products from influencers?

Approximately 40% of Gen Z learn about new products from influencers on a daily basis, this percentage increased 8 points since 2021.









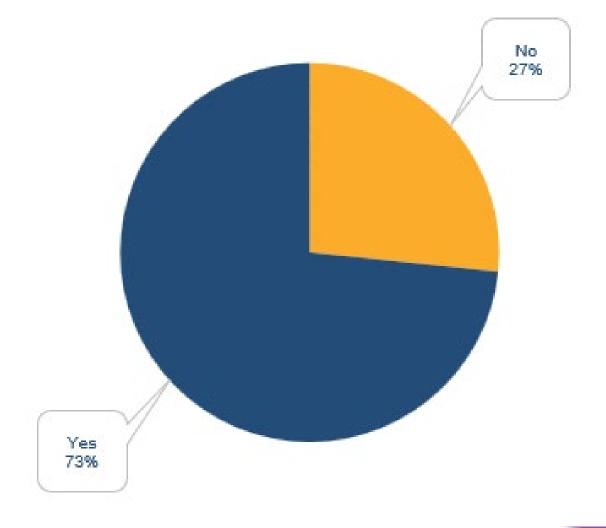
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Source: Caddle Custom Survey | March 2023 | n = 1.356

Have you ever purchased a product based on a recommendation from an influencer on social media?

 Similar to 2021, about three-quarters of those who learn about new products from influencers have purchased a product based on their recommendations.

 Purchase conversion rates are comparable among Gen Z, Millennials, and Gen X.

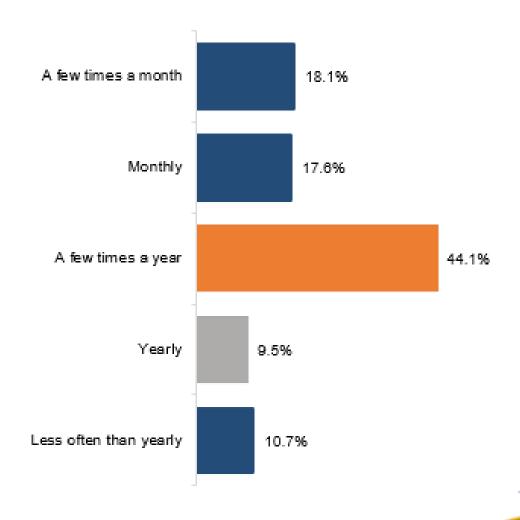






How often do you purchase a product because of an influencer's recommendation?

- About one-third are influenced to buy a product recommended by an influencer at least once a month.
- The percentage of Gen Z who purchase a product recommended by an influencer at least once a month increased by 13 points since 2021 and it is now only 6 points shy of 50%.

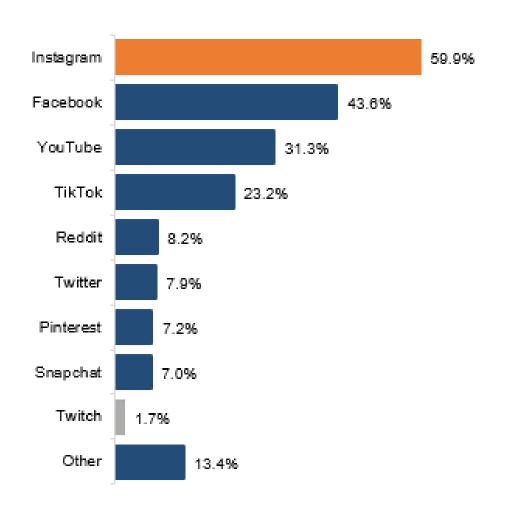






Thinking about when you have bought a product as a result of an influencer's social media post, on which site did you see that post? (Please share all that apply)

- Instagram continues to lead all platforms as the most effective influencing its users to buy products. Facebook holds at second place but made no gains since 2021.
- The impact of Instagram is highest among Millennials and Gen X, while Facebook is strongest among Baby Boomers.



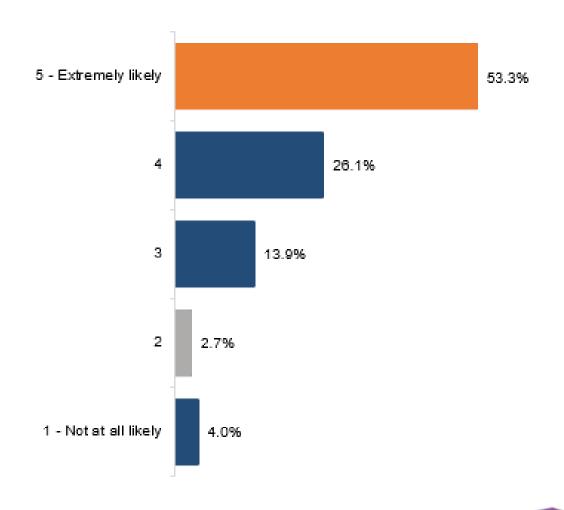






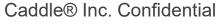
In your opinion how likely is it that influencers are paid to make certain posts or recommendations?

- Most Canadians think it is likely that influencers are paid to make certain posts or recommendations; over half say it is extremely likely.
- The percentage of Gen Z saying it is extremely likely is the highest across all generations; it also increased 6 points since 2021.





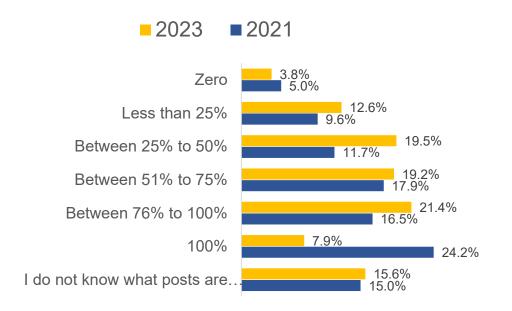


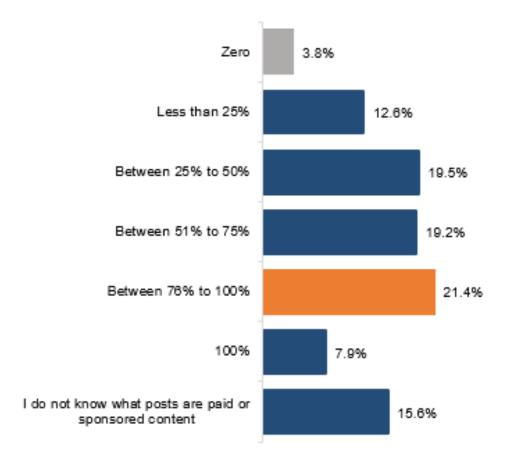


Source: Caddle Custom Survey | March 2023 | n = 3,348

In your opinion, what percent of an influencer's posts are paid or sponsored content?

Almost half of Canadians believe that over 50% of influencers' posts are paid or sponsored content. This perception has slightly softened compared to 2021.





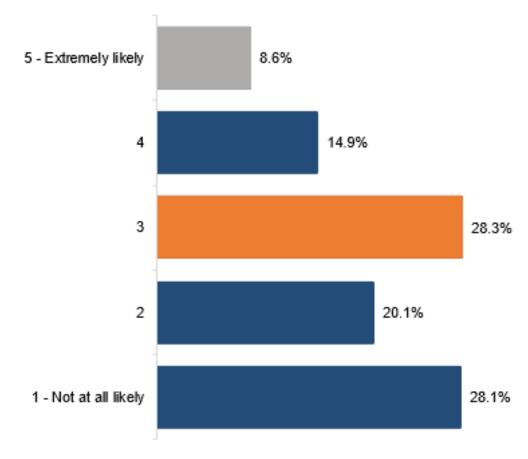




How likely would you be to buy something in the future if it was paid promotion from an influencer?

 Whether the recommendation is sponsored or not does not make much difference as still about onequarter of Canadians say they are likely to buy something in the future even if it was a paid promotion from an influencer.

 Gen Z and Millennials are the most likely to buy something in the future even if it was sponsored content.





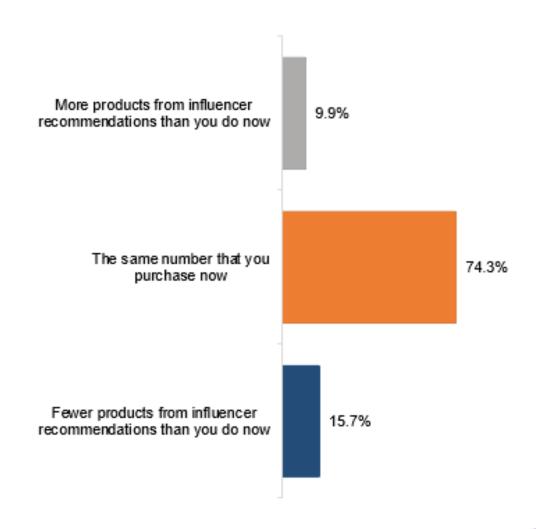






In the future do you think you will buy.....?

- Most Canadians say they think in the future they will buy the same number of products based on recommendations from influencers as they do now. Percentages overall are steady compared to 2021.
- The proportion of Gen Z who indicated they will buy fewer products slipped 17 points since 2021.









Want to dig into the data? Let's talk insights.



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